

Rep Order# 9834477 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/02/2012 8:20 AM
Last Received: 10/01/2012 3:45 PM
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA ADD TO SKED A
Estimate# 1905
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1905
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|---------|------------|---------------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TU-TH,M | 430A-5A | GOOD MORNING CINCY @ 430A | :30 | \$30.00 | 10/02-10/08 | 1 P4 | 1 | 1 | \$30.00 | |
| | 2 | SU | 430A-5A | GOOD MORNING CINCY @ 430A | :30 | \$125.00 | 10/07-10/07 | 1 P2 | 1 | 1 | \$125.00 | |
| | 3 | TU-F,M | 5A-530A | GOOD MORNING CINCY @ 5A | :30 | \$250.00 | 10/02-10/08 | 1 P3 | 1 | 1 | \$250.00 | |
| | 4 | TU-F,M | 530A-6A | GOOD MORNING CINCY @ 5A | :30 | \$250.00 | 10/02-10/08 | 1 | 1 | 1 | \$250.00 | |
| | 5 | TU-F,M | 6A-7A | GOOD MORNING CINCINNATI | :30 | \$325.00 | 10/02-10/08 | 2 P3 | 1 | 2 | \$650.00 | |
| | 6 | TU-F,M | 7A-9A | THE EARLY SHOW | :30 | \$190.00 | 10/02-10/08 | 2 P3 | 1 | 2 | \$380.00 | |
| | 7 | TU-F,M | 9A-10A | THE DOCTORS | :30 | \$150.00 | 10/02-10/08 | 2 P3 | 1 | 2 | \$300.00 | |
| | 8 | TU-F,M | 10A-11A | ANDERSON | :30 | \$150.00 | 10/02-10/08 | 1 P3 | 1 | 1 | \$150.00 | |
| | 9 | TU-F,M | 11A-12P | PRICE IS RIGHT | :30 | \$650.00 | 10/02-10/08 | 1 Pa | 1 | 1 | \$650.00 | |
| | 10 | TU-F,M | 12P-1230P | 12 NEWS AT NOON | :30 | \$350.00 | 10/02-10/08 | 1 P3 | 1 | 1 | \$350.00 | |
| | 11 | TU-F,M | 1230P-130P | YOUNG N RESTLESS | :30 | \$650.00 | 10/02-10/08 | 1 Pa | 1 | 1 | \$650.00 | |

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Hiatus Weeks

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Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|--------|-------------|--------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 12 | TU-F,M | 130P-2P | BOLD N BEAUTIFUL | :30 | \$650.00 | 10/02-10/08 | 1 P2 | 1 | 1 | \$650.00 | |
| | 13 | TU-F,M | 2P-3P | THE TALK | :30 | \$550.00 | 10/02-10/08 | 1 P2 | 1 | 1 | \$550.00 | |
| | 14 | TU-F,M | 3P-4P | LET'S MAKE A DEAL | :30 | \$550.00 | 10/02-10/08 | 1 P2 | 1 | 1 | \$550.00 | |
| | 15 | TU-F,M | 4P-5P | NEWS AT 4 | :30 | \$375.00 | 10/02-10/08 | 1 P3 | 1 | 1 | \$375.00 | |
| | 16 | TU-F,M | 5P-527P | 12 NEWS AT 5P | :30 | \$525.00 | 10/02-10/08 | 1 P3 | 1 | 1 | \$525.00 | |
| | 17 | TU-F,M | 530P-6P | NEWS | :30 | \$600.00 | 10/02-10/08 | 1 P3 | 1 | 1 | \$600.00 | |
| | 18 | TU-F,M | 6P-630P | NEWS | :30 | \$1,200.00 | 10/02-10/08 | 1 P2 | 1 | 1 | \$1,200.00 | |
| | 19 | TU-F,M | 630P-7P | NEWS | :30 | \$1,500.00 | 10/02-10/08 | 1 P2 | 1 | 1 | \$1,500.00 | |
| | 20 | TU-F,M | 7P-730P | INSIDE EDITION | :30 | \$1,200.00 | 10/02-10/08 | 1 P2 | 1 | 1 | \$1,200.00 | |
| | 21 | TU-F,M | 727P-8P | ENT. TONITE | :30 | \$1,500.00 | 10/02-10/08 | 1 P2 | 1 | 1 | \$1,500.00 | |
| | 22 | TU-M | 11P-1135P | 12 NEWS AT 11P | :30 | \$1,100.00 | 10/02-10/08 | 2 P2 | 1 | 2 | \$2,200.00 | |
| | 23 | TU-F,M | 1136P-1236A | DAVID LETTERMAN | :30 | \$750.00 | 10/02-10/08 | 1 P2 | 1 | 1 | \$750.00 | |
| | 24 | TU-F,M | 1236A-136A | LATE LATE SHOW | :30 | \$25.00 | 10/02-10/08 | 1 P4 | 1 | 1 | \$25.00 | |
| | 25 | TU | 8P-9P | NCIS | :30 | \$4,500.00 | 10/02-10/02 | 1 P2 | 1 | 1 | \$4,500.00 | |
| | 27 | TH | 9P-10P | PERSON OF INTEREST | :30 | \$3,000.00 | 10/04-10/04 | 1 P3 | 1 | 1 | \$3,000.00 | |

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Salesperson Phone# 202-955-5342
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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|---------|---------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 28 | F | 8P-9P | CSI: NY | :30 | \$1,000.00 | 10/05-10/05 | 1 P4 | 1 | 1 | \$1,000.00 | |
| | 29 | SU | 10P-11P | THE MENTALIST | :30 | \$3,000.00 | 10/07-10/07 | 1 P3 | 1 | 1 | \$3,000.00 | |

---REPORT TOTALS---

Report Totals: 32 / \$26,910.00

---SALES MONTHLY TOTALS---

Oct 12: 32 / \$26,910.00

Sales Totals: 32 / \$26,910.00

Station Totals: 32 / \$26,910.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|----------|------|-----|------|----|------|-----|------|----|------|----|
| Market Totals | \$67,275 | CABL | 0% | EKRC | 0% | UNKN | 60% | WBQC | 0% | WCPO | 0% |
| | | WKRC | 40% | WLWT | 0% | WSTR | 0% | WXIX | 0% | | |

Books null
Demos RA35+

Spot Manager: All, 10/02/12-10/08/12

| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|---------------------------------|-----------|-------------|--------|----------|-------|-----------------------|-----------------------|---------------------------|------------|----------|--------|--------|
| Advertiser: Obama/D/President | | | | | | | | | | | | |
| Agency: Greer Margolis Mitchell | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 63099 | | | | | | | | | | | | |
| Line: 1 | | | | | | | | | | | | |
| 10/03/12 | Wednesday | | :30 | \$30.00 | | 430-5a News | 4:30 XM-5:00 XM | OBAMA ADD TO SKED / 1905 | | P-4 | 1 | MWASH- |
| | | | | \$30.00 | | | | | | | | |
| Line: 2 | | | | | | | | | | | | |
| 10/07/12 | Sunday | 1:36:12 XM | :30 | \$125.00 | | 430-5a News | 4:30 XM-5:00 XM | OBAMA ADD TO SKED / 1905 | | P-2 | 1 | MWASH- |
| | | | | \$125.00 | | | | | | | | |
| Line: 3 | | | | | | | | | | | | |
| 10/04/12 | Thursday | 5:27:42 AM | :30 | \$250.00 | | 5a Good Morn Cincinna | (5:00:00 AM-5:30:00 A | OBAMA ADD TO SKED / 1905 | | P-3 | 1 | MWASH- |
| | | | | \$250.00 | | | | | | | | |
| Line: 4 | | | | | | | | | | | | |
| 10/03/12 | Wednesday | 5:36:20 AM | :30 | \$250.00 | | 5a Good Morn Cincinna | (5:30:00 AM-6:00:00 A | OBAMA ADD TO SKED / 1905 | | P-3 | 1 | MWASH- |
| | | | | \$250.00 | | | | | | | | |
| Line: 5 | | | | | | | | | | | | |
| 10/04/12 | Thursday | 6:12:42 AM | :30 | \$325.00 | | 6a Good Morn Cincinna | (6:00:00 AM-7:00:00 A | OBAMA ADD TO SKED / 1905 | | P-3 | 1 | MWASH- |
| 10/05/12 | Friday | 6:20:58 AM | :30 | \$325.00 | | 6a Good Morn Cincinna | (6:00:00 AM-7:00:00 A | OBAMA ADD TO SKED / 1905 | | P-3 | 2 | MWASH- |
| | | | | \$650.00 | | | | | | | | |
| Line: 6 | | | | | | | | | | | | |
| 10/03/12 | Wednesday | 7:59:11 AM | :30 | \$190.00 | | CBS This Morning | 7:00 AM-9:00 AM | OBAMA ADD TO SKED / 1905 | | P-3 | 1 | MWASH- |
| 10/05/12 | Friday | 7:54:00 AM | :30 | \$190.00 | | CBS This Morning | 7:00 AM-9:00 AM | OBAMA ADD TO SKED / 1905 | | P-3 | 2 | MWASH- |
| | | | | \$380.00 | | | | | | | | |
| Line: 7 | | | | | | | | | | | | |
| 10/04/12 | Thursday | 9:24:30 AM | :30 | \$150.00 | | M-F 9a-10a | 9:00 AM-10:00 AM | OBAMA ADD TO SKED / 1905 | | P-3 | 1 | MWASH- |
| 10/05/12 | Friday | 9:50:45 AM | :30 | \$150.00 | | M-F 9a-10a | 9:00 AM-10:00 AM | OBAMA ADD TO SKED / 1905 | | P-3 | 2 | MWASH- |
| | | | | \$300.00 | | | | | | | | |
| Line: 8 | | | | | | | | | | | | |
| 10/03/12 | Wednesday | 10:24:15 AM | :30 | \$150.00 | | M-F 10a-11a | 10:00 AM-11:00 AM | OBAMA ADD TO SKED / 1905 | | P-3 | 1 | MWASH- |
| | | | | \$150.00 | | | | | | | | |
| Line: 9 | | | | | | | | | | | | |
| 10/04/12 | Thursday | 11:58:56 AM | :30 | \$650.00 | | The Price is Right | 11:00 AM-12:00 PM | OBAMA ADD TO SKED / 1905 | | P-2 | 1 | MWASH- |
| | | | | \$650.00 | | | | | | | | |
| Line: 10 | | | | | | | | | | | | |
| 10/04/12 | Thursday | 12:20:53 PM | :30 | \$350.00 | | Local 12 News at Noon | 12:00 PM-12:30 PM | OBAMA ADD TO SKED / 1905 | | P-3 | 1 | MWASH- |
| | | | | \$350.00 | | | | | | | | |
| Line: 11 | | | | | | | | | | | | |
| 10/04/12 | Thursday | | :30 | \$650.00 | | Young & the Restless | 12:30 PM-1:30 PM | OBAMA ADD TO SKED / 1905 | | P-2 | 1 | MWASH- |
| | | | | \$650.00 | | | | | | | | |
| Line: 12 | | | | | | | | | | | | |
| 10/03/12 | Wednesday | | :30 | \$650.00 | | Bold & the Beautiful | 1:30 PM-2:00 PM | OBAMA ADD TO SKED / 1905 | | P-2 | 1 | MWASH- |
| | | | | \$650.00 | | | | | | | | |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|------|---------|----------|--------|------|-------|--------------------|-------------|---------------------------|------------|----------|--------|----|
|------|---------|----------|--------|------|-------|--------------------|-------------|---------------------------|------------|----------|--------|----|

Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 63099

Line: 13

| | | | | | | | | | | | | |
|----------|--------|--|-----|----------|--|----------|-----------------|--------------------------|--|-----|---|-------|
| 10/05/12 | Friday | | :30 | \$550.00 | | The Talk | 2:00 PM-3:00 PM | OBAMA ADD TO SKED / 1905 | | P-2 | 1 | MWASH |
| | | | | \$550.00 | | | | | | | | |

Line: 14

| | | | | | | | | | | | | |
|----------|----------|--|-----|----------|--|-------------------|-----------------|--------------------------|--|-----|---|-------|
| 10/04/12 | Thursday | | :30 | \$550.00 | | Let's Make a Deal | 3:00 PM-4:00 PM | OBAMA ADD TO SKED / 1905 | | P-2 | 1 | MWASH |
| | | | | \$550.00 | | | | | | | | |

Line: 15

| | | | | | | | | | | | | |
|----------|--------|--|-----|----------|--|--|--|--------------------------|--|-----|---|-------|
| 10/05/12 | Friday | | :30 | \$375.00 | | 4p Local 12 News at Fo (4:00:00 PM-5:00:00 P | | OBAMA ADD TO SKED / 1905 | | P-3 | 1 | MWASH |
| | | | | \$375.00 | | | | | | | | |

Line: 16

| | | | | | | | | | | | | |
|----------|----------|--|-----|----------|--|--|--|--------------------------|--|-----|---|-------|
| 10/04/12 | Thursday | | :30 | \$525.00 | | 5p Local 12 News at Fiv(5:00:00 PM-5:27:00 P | | OBAMA ADD TO SKED / 1905 | | P-3 | 1 | MWASH |
| | | | | \$525.00 | | | | | | | | |

Line: 17

| | | | | | | | | | | | | |
|----------|-----------|--|-----|----------|--|--|--|--------------------------|--|-----|---|-------|
| 10/03/12 | Wednesday | | :30 | \$600.00 | | 5p Local 12 News at Fiv(5:30:00 PM-6:00:00 P | | OBAMA ADD TO SKED / 1905 | | P-3 | 1 | MWASH |
| | | | | \$600.00 | | | | | | | | |

Line: 18

| | | | | | | | | | | | | |
|----------|----------|--|-----|------------|--|--|--|--------------------------|--|-----|---|-------|
| 10/04/12 | Thursday | | :30 | \$1,200.00 | | 6p Local 12 News at Six6:00 PM-6:30 PM | | OBAMA ADD TO SKED / 1905 | | P-2 | 1 | MWASH |
| | | | | \$1,200.00 | | | | | | | | |

Line: 19

| | | | | | | | | | | | | |
|----------|--------|--|-----|------------|--|------------------|-----------------|--------------------------|--|-----|---|-------|
| 10/05/12 | Friday | | :30 | \$1,500.00 | | CBS Evening News | 6:30 PM-7:00 PM | OBAMA ADD TO SKED / 1905 | | P-2 | 1 | MWASH |
| | | | | \$1,500.00 | | | | | | | | |

Line: 20

| | | | | | | | | | | | | |
|----------|----------|--|-----|------------|--|-------------|-----------------|--------------------------|--|-----|---|-------|
| 10/04/12 | Thursday | | :30 | \$1,200.00 | | M-F 7p-730p | 7:00 PM-7:30 PM | OBAMA ADD TO SKED / 1905 | | P-2 | 1 | MWASH |
| | | | | \$1,200.00 | | | | | | | | |

Line: 21

| | | | | | | | | | | | | |
|----------|-----------|--|-----|------------|--|-------------|-----------------|--------------------------|--|-----|---|-------|
| 10/03/12 | Wednesday | | :30 | \$1,500.00 | | M-F 730p-8p | 7:27 PM-8:00 PM | OBAMA ADD TO SKED / 1905 | | P-2 | 1 | MWASH |
| | | | | \$1,500.00 | | | | | | | | |

Line: 22

| | | | | | | | | | | | | |
|----------|----------|--|-----|------------|--|---|--|--------------------------|--|-----|---|-------|
| 10/04/12 | Thursday | | :30 | \$1,100.00 | | 11p M-Su Local 12 New 11:00 PM-11:35 PM | | OBAMA ADD TO SKED / 1905 | | P-3 | 1 | MWASH |
| 10/05/12 | Friday | | :30 | \$1,100.00 | | 11p M-Su Local 12 New 11:00 PM-11:35 PM | | OBAMA ADD TO SKED / 1905 | | P-3 | 2 | MWASH |
| | | | | \$2,200.00 | | | | | | | | |

Line: 23

| | | | | | | | | | | | | |
|----------|-----------|--|-----|----------|--|-----------|-------------------|--------------------------|--|-----|---|-------|
| 10/03/12 | Wednesday | | :30 | \$750.00 | | Letterman | 11:36 PM-12:36 XM | OBAMA ADD TO SKED / 1905 | | P-2 | 1 | MWASH |
| | | | | \$750.00 | | | | | | | | |

Line: 24

| | | | | | | | | | | | | |
|----------|----------|--|-----|---------|--|----------------|------------------|--------------------------|--|-----|---|-------|
| 10/04/12 | Thursday | | :30 | \$25.00 | | Late Late Show | 12:36 XM-1:36 XM | OBAMA ADD TO SKED / 1905 | | P-4 | 1 | MWASH |
| | | | | \$25.00 | | | | | | | | |

Line: 25

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|------|---------|----------|--------|------|-------|--------------------|-------------|---------------------------|------------|----------|--------|----|
|------|---------|----------|--------|------|-------|--------------------|-------------|---------------------------|------------|----------|--------|----|

Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 63099

Line: 25

| | | | | | | | | | | | | |
|----------|---------|--|-----|------------|--|-----------|-----------------|--------------------------|--|-----|---|--------|
| 10/02/12 | Tuesday | | :30 | \$4,500.00 | | Tue Reg 1 | 8:00 PM-9:00 PM | OBAMA ADD TO SKED / 1905 | | P-2 | 1 | MWASH- |
| | | | | \$4,500.00 | | | | | | | 1 | |

Line: 26

| | | | | | | | | | | | | |
|----------|----------|--|-----|------------|--|-----------|------------------|--------------------------|--|-----|---|--------|
| 10/04/12 | Thursday | | :30 | \$3,000.00 | | Thu Reg 2 | 9:00 PM-10:00 PM | OBAMA ADD TO SKED / 1905 | | P-3 | 1 | MWASH- |
| | | | | \$3,000.00 | | | | | | | 1 | |

Line: 27

| | | | | | | | | | | | | |
|----------|--------|--|-----|------------|--|-----------|-----------------|--------------------------|--|-----|---|--------|
| 10/05/12 | Friday | | :30 | \$1,000.00 | | Fri Reg 1 | 8:00 PM-9:00 PM | OBAMA ADD TO SKED / 1905 | | P-4 | 1 | MWASH- |
| | | | | \$1,000.00 | | | | | | | 1 | |

Line: 28

| | | | | | | | | | | | | |
|----------|--------|-----------|-----|-------------|--|-----------|-------------------|--------------------------|--|-----|----|--------|
| 10/07/12 | Sunday | :28:10 PM | :30 | \$3,000.00 | | Sun Reg 4 | 10:00 PM-11:00 PM | OBAMA ADD TO SKED / 1905 | | P-3 | 1 | MWASH- |
| | | | | \$3,000.00 | | | | | | | 1 | |
| | | | | \$26,910.00 | | | | | | | 32 | |
| | | | | \$26,910.00 | | | | | | | 32 | |
| | | | | \$26,910.00 | | | | | | | 32 | |
| | | | | \$26,910.00 | | | | | | | 32 | |
| | | | | \$26,910.00 | | | | | | | 32 | |

[Filtered by:] [Sorted by: Station]